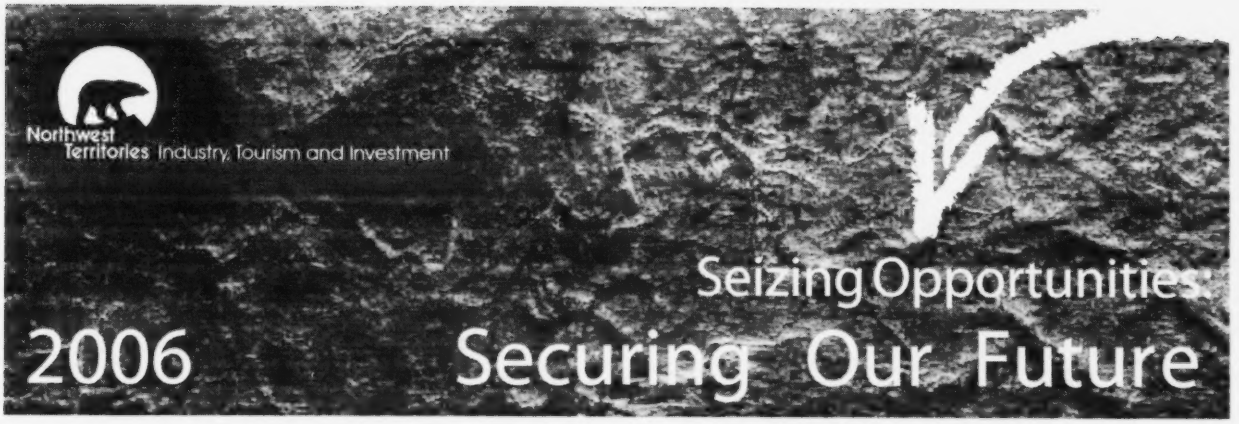


In the Inuvik Region

Mackenzie Delta sunset. Photo: Milne

As part of our role within the Northwest Territories (NWT) vibrant and wide-ranging economic environment – we are balancing our efforts to promote sustainable opportunities in the energy, mines and petroleum resources with the development of a diversified economy throughout the NWT.

We are sharpening our focus to improve overall effectiveness of our plans and services. Your local representative of Industry, Tourism and Investment (ITI) is here to provide you with support and assistance in the establishing, expansion and modernization of your business. We can help ensure that you and your venture receive access to eligible programs, resources and maximize benefits from new development in the NWT.

In the Inuvik Region our focus is on:

- New business development and helping existing business to grow.
- Oil and gas development
- The growth of the tourism industry.
- Providing support for Traditional Economy such as fur trapping and fisheries and the arts
- Mining and mineral exploration.

How can you and your venture benefit from new developments? One of our major focuses will be on communications. All of our program delivery staff members are accessible to clients and potential partners as a source of reliable information, assistance and planning advice.

Brendan Bell,
Minister of Industry, Tourism and Investment

Goals

To encourage economic development in the Inuvik Region, your regional development team will:

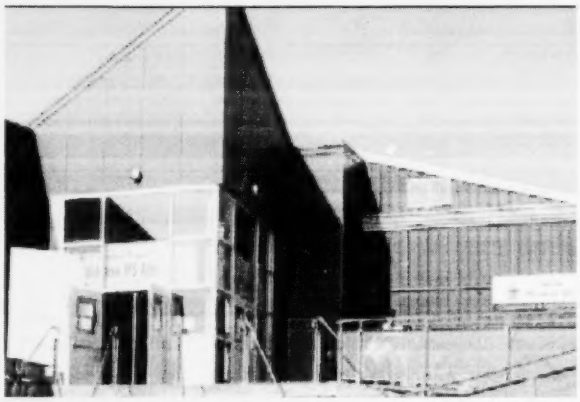
- Promote and support a diversified economy that provides opportunities to residents.
- Promote and support the development of business opportunities, including agriculture, traditional economy, tourism, investment, manufacturing, and secondary industries.
- Promote the sustainable development of natural resources that respects the conservation and protection of the environment for our future generations.
- Promote and support the efficient development, utilization and marketing of energy resources to achieve self-sufficiency, maximize economic opportunities, and realize affordable energy costs.
- Secure economic and employment opportunities from responsible resource development for Northwest Territories residents.
- Develop partnerships with individuals, businesses, communities, Aboriginal organizations and other governments to foster prosperity and community self-reliance.

Economic Development

Business Information and Intelligence is the basis on which good business begins.

Our focus is to:

1. Identify business information needs and assess program effectiveness.
2. Provide relevant and timely information on economic indicators.
3. Advise clients on best business practices through our technical advisory service.
4. Develop and deliver public presentations on best business practices.
5. Deliver the Junior Achievement Program to grades 5 and 9 in all communities of the Region.
6. Develop and provide business/financial seminars for the business community in the Inuvik Region, including a Canada Customs and Revenue Agency Tax Seminar for 2007/08.
7. Support the establishment of an arts and crafts enterprise in the community of Ulukhaktok.



Inuvik Petroleum Show – 2006 – GNWT Photo

Access to Capital

We will provide assistance to regional businesses wishing to access capital for business development opportunities.

We will work with our clients to:

1. Design and access suitable financial packages.
2. Access NWT Business Development and Investment Corporation programs.
3. Identify and access funds for business start up, expansion, and seed capital.
4. Prepare funding proposals for the evaluation, development and upgrade of tourism infrastructure in the community of Aklavik.
5. Ensure that Federal and Territorial infrastructure and capacity building funds are being fully utilized in our communities.

Oil and Gas

We are working to increase economic benefits from oil and gas exploration, development and transportation activities.

For this sector we will:

1. Participate in public meetings for the Mackenzie Gas Project and report findings on the Joint Review Panel process and the National Energy Board process.
2. Work closely with the Gwich'in Tribal Council and Inuvialuit Regional Corporation under the departmental capacity building program to identify and develop business, training and employment opportunities.
3. Fund and participate in the planning and organization of the 2007 Inuvik Petroleum Show.
4. Conduct regional workshops to assist local businesses to position themselves to take advantage of oil and gas exploration, development and pipeline related business opportunities.
5. Work closely with regional training organizations in the development and implementation of training programs.
6. Assist in the identification of employment opportunities for training program participants.

Dempster Highway Visitor Center Staff 2006. Photo: Kristine McLeod, GNWT

Northwest Territories/Yukon Border February 2004. Photo: Sarah Turner

Mines and Minerals

To increase economic benefits from mining activities we will:

1. Facilitate access to the Prospectors Grubstake Program.
2. Increase participation in prospector training programs.
3. Provide logistical support to the NWT Geoscience Office for the investigation and assaying of alabaster outcroppings around the communities of Ulukhaktok and Paulatuk.
4. Promote and encourage mineral exploration in the Inuvik Region by providing information, local knowledge and contacts.

Tourism and Parks

We will help to identify opportunities and facilitate product development and continue to operate and maintain existing public tourism facilities.

To increase tourism visits and revenues we will:

1. Develop Inuvik into a conference centre destination by:
   - implementing Canadian Executive Service Organization Report recommendations;
   - attending Toronto tourism trade show with Town of Inuvik; and,
   - developing profiles for conference related business opportunities and employment.
2. Promote a positive regulatory environment by:
   - informing tourism operators of changes under the new Tourism Act and Regulations; and,
   - developing and implementing the awareness campaign "Travel with Licensed Outfitters".
3. Increase Tourism in the Inuvik Region by:
   - developing plans to guide the implementation of attraction opportunities;
   - delivering the Dempster Passport Program with communities along the Dempster Highway;
   - delivering tourism awareness and Northern Most Host training to target groups ; and,
   - organizing community stakeholder groups to identify opportunities and tourism action plans.
4. Partner with stakeholder agencies to develop tourism including:
   - Yukon Tourism to co-sponsor FAMS (familiarization tours for media and travel professionals) and develop a Dempster brochure;
   - visitor centres in Whitehorse and Dawson to promote travel to the Region; and,
   - work in collaboration with NWT Tourism to deliver tourism marketing initiatives.
5. Develop a parks system plan for the Inuvik Region by:
   - updating and/or creating master plans for each park;
   - surveying each park site; and,
   - establishing a development criteria for each type of park definition
6. Improve Infrastructure by:
   - conducting a park user survey to determine user group needs and preferred services;
   - upgrading static interpretive displays in Dawson; and,
   - providing interpretive program training for staff and contractors.
7. Improve park experience by developing and implementing park programs for user groups.
8. Increase the number of park visitors by conducting a promotion campaign targeted to attract more resident user groups.
9. Explore divestiture opportunities by developing a business case for divesture of one or more parks.
10. Identify cooperative opportunities in park development and operations by:
    - co-hosting Parks Day events with Parks Canada and community groups; and,
    - identifying and securing opportunities for corporate partnership.

Tuktoyaktuk artist displays carving at 2006 Great Northern Arts Festival. Photo: ITI

Traditional Economy
Agriculture, Fisheries and the Arts

In collaboration with our business community and regional organizations we help build support and promote agriculture, fisheries, trapping and commercial game harvesting.

We will:

1. Increase income and profitability of the fur industry by supporting and promoting the Genuine Mackenzie Valley Furs program to Hunters and Trappers Committees and Renewable Resource Council memberships. We will:
    - assist Environment and Natural Resources staff in the design and delivery of best practices training; and,
    - assist in the design, promotion and delivery of future programs for the production and use of traditionally finished hides.
2. Support the meat and by-products industry by leveraging funding through the Agriculture Policy Framework Agreement for the Muskox Product Company and Reindeer industry.
3. Support and assist regional artists participating in program and services. We will:
    - continue to support and promote local and regional arts and crafts fairs and festivals;
    - support and promote the NWT Arts Strategy and the use of traditionally produced hides in the development of arts and crafts; and,
    - continue to support the Great Northern Arts Festival in Inuvik.

REGIONAL CONTACTS

Superintendent	(867) 777-7126
Reception	(867) 777-7196
FAX (SSC/ITI)	(867) 777-7321
Manager, Shared Services	(867) 777-7234
Corporate Services Officer	(867) 777-7116
Manager, Tourism & Parks	(867) 777-7353
Tourism Development Officer	(867) 777-7237
Parks Officer (Seasonal)	(867) 777-7231
Manager, Trade & Investment	(867) 777-7103
Business Development Officer	(867) 777-7286
Contributions Officer	(867) 777-7233

Economic Development Officers:	
Inuvik	(867) 777-7147
Holman, Paulatuk & Sachs Harbour	(867) 777-7288
Aklavik	(867) 978-2948
Fort McPherson/Tsiigehtchic	(867) 952-2712
FAX	(867) 952-2221
Tuktoyaktuk (867) 977-2286	
FAX	(867) 977-2110
Supervisor, Dempster Delta	
Visitor Centre (Seasonal)	(867) 993-6167
FAX	(867) 993-6334
Western Arctic Regional	
Visitor's Centre (Inuvik)	(867) 777-4727
FAX	(867) 777-4625

Visit our website at:

www.iti.gov .nt.ca/regions/inuvik.htm

Northwest Territories Industry, Tourism and Investment